

Social media entrepreneur/alumnus to share his discoveries, expertise at AU

4/12/11

The College of Business at Alfred University will welcome alumnus Patrick Baynes, class of 2007 and social media entrepreneur, to campus Monday, April 18, to speak about entrepreneurship and social media. He will make a presentation at 4:45 p.m. in Room 302 of the Olin Building. The session is open to the public; admission is free. Baynes' career began at LinkedIn where, as a customer support and training expert, he pioneered internal training and customer operations. Then he joined with several other LinkedIn employees to form Freesource, near Philadelphia, a business-to-business social media strategy consulting company heavily focused on ROI. Freesource clients include KPMG, AARP, Experian, Wilmington Trust Bank, Forbes, Mandarin Oriental Hotel Group, Starwood Capital Group, Baccarat Crystal, Mammoth Mountain Ski Area, and Key Air. Baynes is a customer experience manager and lead social media strategist at Freesource. Baynes earned a bachelor of science degree in business administration/marketing from Alfred University. He studied international studies at Bond University, Gold Coast, Australia, while an AU student.